

Changing the Course for Farm Animals

We're working to eliminate inhumane practices by changing corporate policies, reforming public policy and shrinking the market for factory-farmed products.

- Smithfield Foods—the world's largest pork producer—extended its anti-gestation-crate policy to its contractors, while Cargill and Clemens (Hatfield Pork) announced phaseouts of the metal cages for breeding pigs. Tyson Foods told its contractors that future sow housing should be more spacious.
- Working with Humane Society International, Canada announced a phaseout of gestation crates. Brazil's biggest pork producer will also remove the crates, and the government offered to help other producers switch.
- Nestlé and Starbucks announced major new animal welfare policies, including an end to small battery cages for egg-laying hens, and we convinced Unilever to seek alternatives to killing male chicks.
- We persuaded dozens of school districts, including Boston's, and Knowledge Universe, the largest U.S. child care provider, to implement Meatless Monday. Our Food Forward events demonstrated meat-free options to food service professionals.
- Wins by our legal and legislative teams allowed California to uphold its provisions for more humane standards.
- We added agriculture councils in Indiana, Missouri and Oklahoma, working with farmers and ranchers to promote better animal welfare and environmental stewardship and to strengthen their influence.



Farm animals are living beings, not mere food-producing machines. We're persuading major food industry corporations and individual consumers to demand higher animal welfare standards.



82 MILLION
estimated number of
MEAT-FREE MEALS
eaten nationwide **EACH YEAR**
as a **result of our outreach**
to food service professionals